

Draft of Media Plan: Craft Center

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The Craft Center is a university-affiliated organization in the heart of the Erb Memorial Student Union. As a part of this organization, staff members utilize various social media and web-based platforms to promote participation in craft-based workshops, including Facebook, YouTube, Pinterest, MailChimp, and the hub – the Craft Center website. Although these forms are actively used, the Craft Center still has additional marketing platforms at its disposal, such as:

- Instagram,
- University of Oregon's Events Calendar, and
- Eugene A Go-Go

Since the Craft Center is currently situated on the first floor of the Erb Memorial Union (EMU), the center receives a high amount of foot traffic. However, the challenge with the layout of the Craft Center is to encourage students and community members to enter the space, especially for those who have not participated in the arts or know about crafts. Taking advantage of Instagram, on the other hand, would provide potential consumers a glimpse of what the Craft Center has to offer, including the space, equipment of each studio, and workshops.

As mentioned by the staff members at the Craft Center, the student workers are an underutilized resource. Although they understand and implement daily functions, there is room for growth in terms of increasing marketing efforts with the help of these students. Instagram, as a popular and user-friendly application, would be an effective media platform for multiple student workers, and staff members, to promote the Craft Center in a visual manner. The challenge, however, is keeping a consistent look and branding image, as multiple individuals could be using this platform. In order to address this problem, the Craft Center should consider establishing policies, including:

- Deciding what to post (artwork, people, equipment, etc.),
- How often to post,
- What tags to use, including GEO tags,
- What filters to use

Since the main source of revenue, other than student incidental fees, is workshops, the Craft Center could also take advantage of University of Oregon's Events Calendar. This is a free, web-based platform for university-affiliated organizations and student groups to promote one-time events, such as the annual Craft Center Staff exhibit, or reoccurring events, such as studio workshops.

This would be an efficient way to extend the awareness and promotional efforts of the Craft Center, as it replicates information that is already posted on Facebook and the Craft Center's website. As such, this could be an opportunity for a student worker to lead or an additional responsibility of the current staff members. Additionally, this platform incorporates its own tagging system, in which organizations can enhance their presence by selecting tags for subject matter, target audiences, and organizational affiliations.

The challenge, however, is reaching a wider audience than Facebook or other media outlets. Since this platform is specifically for events, this option may be rarely used unless students, faculty, and staff members are looking for a particular event.

Although the Craft Center's largest audience is students, the Center could benefit from media platforms that target and increase the participation of community members, which consists of about 15% of consumers at the Center. In order to do this, the Craft Center could use a local web-based platform – Eugene A Go-Go. Like the University of Oregon's Events Calendar,

Eugene A Go-Go promotes events that are occurring in the community. In addition, a portion of these events are sent in a weekly email to subscribed members, reaching a larger potential audience than those, who only search through the website.

Figure 1: Main Target Audiences

